

Table of Contents

Introduction and Methodology	3	Table 17. Average Amounts Customers Spent on Plants and Garden Supplies in 1990 and 1991, by Age	16
Results and Discussion	4	Table 18. Average Amounts Customers Spent on Plants and Garden Supplies in 1990 and 1991, by Years Lived in Current Residence	16
Table 1. Selected Demographics for Surveyed Customers Compared to the North Carolina Population ...	4	Table 19. Items Customers Wanted To Buy Compared to What They Actually Purchased	16
Table 2. Residential Information for Surveyed Customers Compared to the North Carolina Population	5	Table 20. Reasons Customers Did Not Make Purchases at the Garden Centers	17
Table 3. Selected Demographics for Surveyed Customers Compared to the Population in the Market Area	6	Table 21. Amounts Customers Thought They Would Spend at the Garden Center Compared to Actual Purchases	17
Table 4. Residential Information for Survey Customers Compared to the Population in the Market Area	1	Table 22. Amounts Customers Spent During Shopping Trips to the Garden Centers, by Market Area	18
Table 5. Number and Percentage of Customers Who Are N. C. Natives Compared to the Customers Who have Moved to N. C. from Another State or Country, by Market Area	8	Table 23. Average Customer Expenditures During Visits to Garden Centers, by Age and Market Area	18
Table 6. Composition of Shopping Party, by Market Area	9	Table 24. Average Customer Expenditures During Visits to Garden Centers, by Years Lived at Their Current Residence	19
Table 7. Distance from the Customer's Home to the Garden Center, by Market Area	10	Table 25. Amount of Time Customers Spent in Garden Centers, by Market Areas	19
Factors Influencing Garden Center Selection	11	Table 26. Sources Used Most for Technical Gardening Assistance	20
Table 8. Primary Reasons Customers Decided to Shop Where They Were Interviewed	11	Table 27. Most Convenient Day and Time for Customers to Shop at Garden Centers	20
Table 9. Important Factors in Selecting a Garden Center	11	Table 28. Second Most Convenient Day and Time for Customers To Shop at Garden Centers	21
Table 10. Important Factors in Selecting a Garden Center, by Market Area	12	Table 29. Most Convenient Day and Time for Customers to Shop, by Market Area	22
Table 11. Important Factors for Selecting a Garden Center by the Number of Years Customers Have Lived at Their Current Residence	12	Summary and Recommendations	23
Table 12. Important Factors in Selecting the Garden Center Where the Customers Were Interviewed	13	APPENDIX	
Table 13. Important Factors in Selecting the Garden Center Where the Customers Were Interviewed, by Market Place	13	Tables 1 - 5 Important Factors for Selecting the Garden Center Where the Customers Were Interviewed, by Years Lived Current Residence, by Market Area	24-26
Table 14. Important Factors for Selecting a Garden Center Where the Customers Were Interviewed, by Years Lived at Current Residence	14	Table 6. Average Amounts Customers Spent on Plants and Garden Supplies in 1990 and 1991, by Age and Market Area	26
Table 15. Amount Customers Spent on Plants and Garden Supplies in 1990 and 1991.....	15	Table 7. Average Amounts Customers Spent for Plants and Garden Supplies in 1990 and 1991, by Years Lived in Current Residence, by Market Area	27
Table 16. Average Amount Customers Spent on Plants and Garden Supplies in 1990 and 1991, by Marketing Area	15	Garden Center Survey Questionnaire	28